



拓展美國出口

在許多美國人心中，「貿易」這個字眼向來有負面意義——代表進口商品競爭下倒閉的工廠與失業的勞工。但歷年研究卻顯示，美國商品與服務的外銷，所創造的就業機會遠多於所失去的。

雖然歐巴馬政府貿易政策尚未完全成形，但本月公布的「國家出口計畫（NEI）」卻帶來積極願景。國家出口計畫的目標是，未來五年內讓美國出口倍增，以創造200萬個就業機會，特別是中小企業的新增職缺。

因應這個計畫新設的「出口促進內閣」，納入國務院、財政部、商務部等部會，正廣納意見以擬定行動綱領。美國在台協會等駐外館處也將就駐在國狀況提供建議。台北市美國商會已承諾將全力配合這個計畫，協助美國企業進一步拓展對台出口。台灣目前是美國第15大出口對象。

對於如何落實國家出口計畫，商會也有一些建議，其中最關鍵的建議之一是，修改美國海外僑民的課稅制度。在全世界主要工業國家中，美國是唯一一個還對僑民課稅的國家，而且稅務負擔近年還越來越重。海外課稅等於變相阻止美國人到海外工作，也讓採用稅務衡平方案的企業寧可少用美國人，以降低額外負擔。

若要拓展美國的出口，就必須讓更多美國人到海外工作。即使美國人在他國企業工作，比起其他國籍的員工，美國人還是更傾向推薦採購美國商品與服務。出口促進內閣應該說服國會，修改不利美國人海外就業的稅負法規。

至於台灣市場，國家出口計畫應運用所有可用資源以降低進口障礙。受到台灣禁止美國牛肉特定部位進口的影響，美台「貿易暨投資架構協定（TIFA）」的定期會談短期內仍難恢復。TIFA會談提供一個重要的平台，以檢視並解決各產業在台灣經商所遭遇的困難，美國政府實在不應該讓單一的牛肉議題，阻礙TIFA會談的進展。

此外，由於美國政府對程序等技術性問題的擔憂，已導致美台「雙邊投資協定（BIA）」的討論呈現停滯，但美國實應設法找出這些技術性問題的解決方案，因為投資可以帶動貿易，簽訂BIA將能為美國商品進口打下基礎。

美國商會十分歡迎國家出口計畫，至於如何落實，商會期望美國政府先積極解決現有問題，已引導更多商品與服務進入台灣及其他市場。

BOOSTING U.S. EXPORTS

The word “trade” all too often carries a negative connotation for many Americans, reminding them of shuttered factories and lost jobs due to competition from imports. But studies have consistently shown that the export of American goods and services creates far more employment opportunities in the United States than are lost because of the inflow of foreign products.

Although the Obama administration is yet to formulate a comprehensive trade policy, a promising start was made this month with announcement of the launching of an ambitious National Export Initiative. NEI aims to double American exports over the next five years in support of some 2 million jobs, particularly among Small and Medium Enterprises (SMEs).

Key U.S. government agencies appointed to the new Export Promotion Cabinet under the NEI are now drawing up recommendations for action plans to meet those objectives. Diplomatic posts abroad – including AIT in Taiwan – will also be making suggestions regarding their particular markets. AmCham Taipei pledges its whole-hearted cooperation with the NEI program to help American companies tap opportunities in the dynamic Taiwan market (already the 15th largest destination for U.S. exports) to their full potential.

The Chamber also has some suggestions to help ensure the export initiative's success. Among the most urgent is altering the current U.S. policy of taxing the income earned by Americans living and working overseas. The United States is the only major industrial country that taxes its expatriates, and in recent years that tax burden has been growing increasingly heavy. The result has been to discourage individual Americans from working overseas, and to deter corporations with tax equalization programs from employing American citizens because of the added expense.

To promote American exports, it is vital to have U.S. nationals on the ground in foreign markets. Even when they work for foreign companies, they are more likely to recommend procurement of American products and services than would their counterparts of other nationalities. The Export Promotion Cabinet should call on Congress to revise current tax legislation that discourages the employment of Americans abroad.

Regarding Taiwan more specifically, the NEI should take full advantage of all available mechanisms for enhancing market access. Largely because of disputes over Taiwan's restrictions on the import of certain U.S. beef products, it is now nearly three years since the last round of bilateral negotiations under the Trade and Investment Framework Agreement. TIFA is an essential vehicle for improving business conditions in Taiwan for a broad range of industries, and should not be allowed to remain obstructed because of the single issue of beef.

The U.S. government should also find a way to enter into a Bilateral Investment Agreement with Taiwan – an idea that appears stalled because of concern in Washington over technical complications. Since trade invariably follows investment, a BIA would be another way to lay the groundwork for increased U.S. exports.

AmCham welcomes the National Export Initiative, and hopes that its implementation will start with the addressing of practical problems standing in the way of a more robust U.S. trading presence in Taiwan and around the world.